Please file

R J Reynolds
Tobacco Company

LORI O'CONNOR
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July 10, 1995

TO:

A.V. Addessi	M.R. Jaques	G.N. Kuruc
F.E. Cook	F. Maney	A.P. Groll
S.C. Grossberg	G.P. Mitchell	F.J. Perez
M. Hammond	J. T. Jones	L.T. Wolfe

RE: ***DPC Postcard***

Gentlemen:

The New York Metro Region, in conjunction with K. Wadia, has developed a mailer for low volume accounts. This program was developed to inform low volume accounts of available DPC programs (copy attached).

The first mailing will include: a letter to the retailers explaining the program, and the first postcard. Subsequent mailings will only be the postcard. The first mailing will occur for the August promotion. The DPC displays will be available in 2 & 4 carton size in NYC. If this is not workable in your market, use the 4 carton size only.

Additionally, we will pay the wholesalers 50¢ per carton sold, which should be passed on to retail, as explained on the postcard.

Finally, this mailing will go to all D52 and Z99 calls in the State of New Jersey and all calls located in N.Y. City. The cards will have the New York Metro ROU return address, this way we can eliminate calls no longer in business. The SIS # will be printed on the address label, so we can track which calls participate.

Any questions please call.

Sincerely,

Lori.

L.M. O'Connor

cc: M.A. Young
B.G. Norman
J.P. Renehan, Jr.
J.R. Loftin, Jr.

51850 4205

"We work for smokers."

Source: https://www.industrydocuments.ucsf.edu/docs/lqby0000